



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Vladimir Victorovich Schipunov et al.
Application No. : 09/702,004
Filed : October 30, 2000
For : TARGETING ELECTRONIC ADVERTISING PLACEMENT
IN ACCORDANCE WITH AN ANALYSIS OF USER
INCLINATION AND AFFINITY

Art Unit : 2163

Docket No. : 291508006US1

Commissioner for Patents
Washington, DC 20231

ELECTION UNDER 37 C.F.R. §§ 3.71 AND 3.73
AND POWER OF ATTORNEY

Sir:

The undersigned, being Assignee of the entire interest in the above-identified application by virtue of an Assignment filed concurrently herewith, a copy of which is enclosed, hereby elects under 37 C.F.R. § 3.71, to prosecute the application to the exclusion of the inventors.

Assignee hereby appoints JERRY A. RIEDINGER, Registration No. 30,582; MAURICE J. PIRIO, Registration No. 33,273; JOHN C. STEWART, Registration No. 40,188; MICHAEL D. BROADDUS, Registration No. 41,637; BRIAN P. MCQUILLEN, Registration No. 41,989; CATHERINE HONG TRAN, Registration No. 43,960; ROBERT G. WOOLSTON, Registration No. 37,263; PAUL T. PARKER, Registration No. 38,264; JOHN M. WECHKIN, Registration No. 42,216; CHRISTOPHER DALEY-WATSON, Registration No. 34,807; STEVEN D.

LAWRENZ, Registration No. 37,376; JAMES A.D. WHITE, Registration No. 43,985; EDWARD S. HOTCHKISS, Registration No. 33,904; STEPHEN E. ARNETT, Registration No. P-47,392; DAVINA L. CHILDS, Registration No. P-47,485; and JAMES NICKELSON, Registration No. 46,140, of Perkins Coie LLP, as the principal attorneys with full power of substitution, association, and revocation to prosecute said application, to transact all business in the Patent and Trademark Office connected therewith, and to receive the letters patent therefor. Please direct all correspondence to Customer Number 25096.

Bar Code:

25096

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PATENT TRADEMARK OFFICE

Pursuant to 37 C.F.R. § 3.73, the undersigned duly authorized designee of Assignee certifies that the evidentiary documents have been reviewed, specifically the Assignment to Avenue A, Inc. filed concurrently herewith for recording, a copy of which is attached hereto, and certifies that to the best of my knowledge and belief, title remains in the name of the Assignee.

Avenue A, Inc.

Date

5/31/2001

Jeffrey J. Miller

Vice President Corporate Development and Legal Affairs

SDL:jc

Enclosure:

Copy of Assignment

ASSIGNMENT

WHEREAS, we, Vladimir Victorovich Schipunov; Young Bean Song, Michael E. Wolf, Will Medford, Mark Smucker and David DeBusk ("ASSIGNORS"), having post office addresses of 7557 20th Avenue NE, Seattle, Washington 98115; 1817 12th Avenue South, Seattle, Washington 98144; 1415 E. Interlaken Blvd., Seattle, Washington 98112; 424 Federal Avenue E., Seattle, Washington 98102; 3635 Linden Avenue N., #B, Seattle, Washington 98103; and 511 N. 76th Street, Seattle, Washington 98103, respectively, are the joint inventors of an invention entitled "TARGETING ELECTRONIC ADVERTISING PLACEMENT IN ACCORDANCE WITH AN ANALYSIS OF USER INCLINATION AND AFFINITY," as described and claimed in the specification for which an application for United States letters patent was filed on October 30, 2000 and assigned Application No. 09/702,004. This application claims the benefit of U.S. Provisional Application No. 60/167,060.

WHEREAS, Avenue A, Inc. ("ASSIGNEE"), a corporation of the State of Washington having a place of business at The Smith Tower, 9th Floor, 506 Second Avenue, Seattle, Washington 98104, is desirous of acquiring the entire right, title, and interest in and to the invention and in and to any patents that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNORS hereby sell, assign, and transfer unto ASSIGNEE, its legal representatives, successors, and assigns, the entire right, title and interest in and to the invention as set forth in the above-mentioned application, including any continuations, continuations-in-part, divisions, reissues, re-examinations, or extensions thereof, any other inventions described in the application, and any and all patents of the United States of America and all foreign countries that may be issued for the invention, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from

the United States application to which foreign applications are entitled by virtue of international convention, treaty or otherwise, the invention, application and all patents on the invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNORS had this assignment, transfer, and sale not been made.

UPON THE ABOVE-STATED CONSIDERATIONS, ASSIGNORS agree to not execute any writing or do any act whatsoever conflicting with this assignment, and at any time upon request, without further or additional consideration but at the expense of ASSIGNEE, execute all instruments and documents and do such additional acts as ASSIGNEE may deem necessary or desirable to perfect ASSIGNEE's enjoyment of this grant, and render all necessary assistance required for the making and prosecution of applications for United States and foreign patents on the invention, for litigation regarding the patents, or for the purpose of protecting title to the invention or patents therefor.

ASSIGNORS authorize and request the Commissioner of Patents and Trademarks to issue any Patent of the United States that may be issued for the invention to ASSIGNEE.

May 18, 2001
Date

Vladimir Schipunov
Vladimir Victorovich Schipunov

State of WASHINGTON

County of KING) ss.

I certify that I know or have satisfactory evidence that Vladimir Victorovich Schipunov is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated 5/18/01

Signature of Notary Public Shellie Irwin

Printed Name Shellie Irwin

My appointment expires 9-27-03

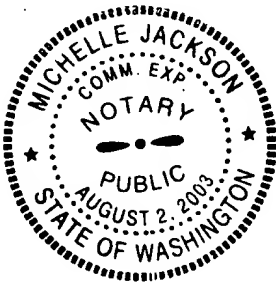
March 16, 2001
Date

Young Bean Song
Young Bean Song inventor's name

State of WA)

County of King) ss.

I certify that I know or have satisfactory evidence that Young Bean Song is the person who appeared before me, and the person acknowledged that he/she signed this instrument and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.



Dated 3-16-01

Signature of Notary Public Michelle Jackson

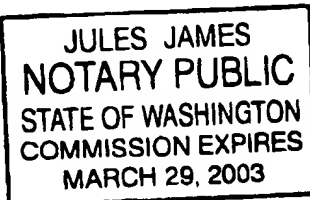
Printed Name Michelle JACKSON

My appointment expires Aug 2, 2003

Date 3/22/01 Michael E. Wolf
Michael E. Wolf
State of Washington)
County of King) ss.

I certify that I know or have satisfactory evidence that Michael E. Wolf is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.

Dated 3/22/01
Signature of Notary Public [Signature]
Printed Name JULES JAMES
My appointment expires 3/29/2003



Date

03/16/2001

Will Medford

Will Medford

State of

WA

County of

KING

ss.

I certify that I know or have satisfactory evidence that Will Medford is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated

16 MARCH 2007

Signature of
Notary Public

Ezra Felias Viceral

Printed Name

EZRA FELIAS VICERAL

My appointment expires

13 NOVEMBER 2007

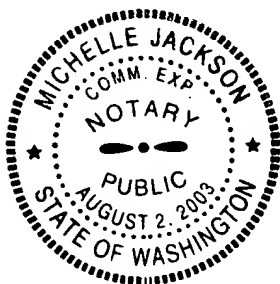
3/16/2001
Date

Mark E. Smucker
Mark Smucker inventor's name

State of WA)

County of King) ss.

I certify that I know or have satisfactory evidence that Mark Smucker is the person who appeared before me, and the person acknowledged that he/she signed this instrument and acknowledged it to be his/her free and voluntary act for the uses and purposes mentioned in the instrument.



Dated 3-16-01

Signature of Notary Public Michelle Jackson

Printed Name Michelle JACKSON

My appointment expires August 2, 2003

3/16/01
Date

David DeBusk
David DeBusk

State of Washington)
County of King) ss.

I certify that I know or have satisfactory evidence that David DeBusk is the person who appeared before me, and the person acknowledged that he signed this instrument and acknowledged it to be his free and voluntary act for the uses and purposes mentioned in the instrument.



Dated March 16, 2001
Signature of Ericka Mendoza
Notary Public
Printed Name ERICKA MENDOZA
My appointment expires May 22, 2004